

## CLAIMS

1. A method for creating a push mechanism in a  
5 digital communication system, comprising the following  
steps:
- a) creating a graphical object having associated there-  
with timing and positioning information, wherein  
said timing information is provided as a time stamp  
10 in an elementary stream of digital information,
- b) executing a first software application associated  
with said graphical object, said first software  
application working in response to a predetermined  
event connected to said positioning information  
15 associated with said graphical object, and
- c) launching a second software application by means of  
said first software application in response to said  
predetermined event.
2. The method according to claim 1, wherein said  
20 digital information comprises subtitling information.
3. The method according to claim 2, wherein said  
subtitling information follows the Digital Video  
Broadcasting standard.
4. The method according to claim 1, wherein said  
25 digital information comprises information in Hypertext  
Markup Language format.

5. The method according to claim 1, wherein said digital information is transmitted by means of Multi Protocol Encapsulation.

6. The method according to claim 1, wherein said graphical object has associated therewith a reference to a content, preferably a Universal Resource Link.

7. The method according to claim 6, wherein said reference to the content is cached from an MPE stream.

8. The method according to claim 1, wherein said second software application is a web browser.

9. The method according to claim 1, wherein said second software application is an application retrieving software update information, preferably from a Service Provider.

10. The method according to claim 1, wherein said second software application is adapted to start a chat programme.

11. The method according to claim 1, wherein said timing information comprises Normal Presentation Time information.

12. A computer terminal arranged to perform a method for creating a push mechanism in a digital communication system, comprising the following steps:

a) receiving a graphical object having associated therewith timing and positioning information, wherein said timing information is provided as a

time stamp in an elementary stream of digital information,

- 5 b) executing a first software application associated with said graphical object, said first software application working in response to a predetermined event connected to said positioning information associated with said graphical object, and
- 10 c) launching a second software application by means of said first software application in response to said predetermined event.

13. The terminal according to claim 12, wherein said terminal is an Integrated Receiver Decoder or Set-top Box.

15 14. A system implementing a digital communication push mechanism, said system comprising a baseband processor and at least one receiver interconnected by a communication path, wherein said baseband processor and said at least one receiver are adapted for performing the method according to claim 1.

20 15. A computer program product directly loadable into the internal memory of a digital computer comprising software code portions for performing the following steps when said product is run on a computer:

- 25 a) receiving a graphical object having associated therewith timing and positioning information, wherein said timing information is provided as a time stamp in an elementary stream of digital information,

- b) executing a first software application associated with said graphical object, said first software application working in response to a predetermined event connected to said positioning information associated with said graphical object, and
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- c) launching a second software application by means of said first software application in response to said predetermined event.

16. A computer program product stored on a computer readable storage medium, comprising computer readable program code for causing a computer to perform the following steps:

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- a) receiving a graphical object having associated therewith timing and positioning information, wherein said timing information is provided as a time stamp in an elementary stream of digital information,
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- b) executing a first software application associated with said graphical object, said first software application working in response to a predetermined event connected to said positioning information associated with said graphical object, and
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- c) launching a second software application by means of said first software application in response to said predetermined event.
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